



April 25, 2008

Junior Achievement of Silicon Valley & Monterey Bay, Inc.
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Santa Clara, CA 95054
(408) 988-8915 ext. 210
<http://siliconvalley.ja.org>

Federal Communications Commission
Regarding: Docket # 04-233 - Community contributions by KNTV/NBC11 in San Jose, California

To Whom It May Concern:

This letter is to inform you of the very extensive support that KNTV, the NBC affiliate in San Jose, California, has provided to our organization, Junior Achievement of Silicon Valley & Monterey Bay (JASVMB).

Junior Achievement of Silicon Valley & Monterey Bay is an affiliate of JA Worldwide, the largest business and economic education organization in the world reaching over 8 million students annually in over 110 countries. JA volunteer role models teach elementary, middle, and high school students about careers, finance and entrepreneurship at no cost to the schools. JA offers in-school and after-school programs through a dedicated volunteer network. Junior Achievement's partnership with businesses, communities and schools from Silicon Valley to Monterey Bay has benefited 493,000 local youth since 1953. This year 33,500 children will contribute to Silicon Valley and Monterey Bay communities as successful workers and citizens.

KNTV staff have served on Junior Achievement of Silicon Valley & Monterey Bay's Board of Directors, as sponsors of our various events and programs and as a media outlet for PSAs, and news items to the surrounding communities. Janice Edwards, Community Relations Director, and Producer and Host of "Bay Area Vista" has been a board member since 2004. President and General Manager, Richard Cerussi and former general manager Linda Sullivan have served on the Hall of Fame Selection committees for the past two years identifying honorees for our annual event.

Each year, since 2004 KNTV staff has produced five videos recognizing business and community leaders for our annual Business Hall of Fame. They also produce PSAs announcing the annual event. KNTV staff provides the air talent to MC the Hall of Fame and as well as several other local events, including our annual Student Company Competition and the Golf Classic.



For the past several years they have featured our programs and our students on Bay Area Vista highlighting and previewing the Business Hall of Fame. In addition, KNTV staff provide direct support for JA programs acting as role models for JA students through volunteering in the classroom (including staff from Telemundo) and participating in the annual Groundhog Job Shadow Day event which provides students a first hand look at the many jobs that it takes to operate a television station.

We are extremely grateful to KNTV for their unflagging support of Junior Achievement SVMB and the students in our area. They are wonderful role models for students and the businesses in our community. We are delighted to support any application that KNTV makes to the FCC regarding their required or expected level of community access.

Please let me know if you need any additional information.

Sincerely,

Elaine Curran
President